

The Role of Effective Communication in Positive Behaviour: An Overview

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Abstract: *The present research examines how crucial good communication is in encouraging positive behaviour. To clarify how behaviour and communication are related, it explores several theories and empirical investigations. This paper seeks to shed light on the role that communication plays in influencing both individual and group behaviours by examining how various communication strategies support positive behaviour. It also looks at how communication strategies can be improved practically to promote positive behaviour in a variety of settings. Good communication is essential for encouraging positive behaviour in all spheres of life, including social interactions, work settings, and personal relationships.*

Keywords: good communication

I. INTRODUCTION

The present research examines how crucial good communication is in encouraging positive behaviour. To clarify how behaviour and communication are related, it explores several theories and empirical investigations. This paper seeks to shed light on the role that communication plays in influencing both individual and group behaviours by examining how various communication strategies support positive behaviour. It also looks at how communication strategies can be improved practically to promote positive behaviour in a variety of settings. Good communication is essential for encouraging positive behaviour in all spheres of life, including social interactions, work settings, and personal relationships.

People are better able to comprehend boundaries, goals, and expectations when there is clear communication. People are more likely to act appropriately and positively when they are aware of what is expected of them and what they can anticipate from others

Communication is key to resolving disagreements and conflicts in relationships. People can deal with problems constructively instead of allowing them to spiral into negative behaviours like aggression or avoidance by communicating their concerns, actively listening to one another, and attempting to understand one another. Honest and open communication helps people get along with one another. People are more inclined to act positively and uphold wholesome relationships when they feel heard, respected, and valued.

Good communication requires both attentive and empathic listening in addition to clear and concise self-expression. Empathy, which is essential for constructive interactions and behaviour, can be developed by people through learning about the thoughts and emotions of others.

People with effective communication skills can positively influence and persuade others. Collaboration and constructive action can be sparked by effective communication, whether it's persuading someone to embrace a new idea or inspiring them to accomplish a shared objective. People can create and uphold healthy boundaries in their relationships and interactions by communicating clearly. Positive and harmonious interactions result from people communicating assertively and respectfully, which allows them to express their needs and preferences while also respecting others' boundaries. Feedback is crucial for both professional and personal development, and communication offers a forum for providing and receiving it. Positive behaviours are reinforced and areas for growth are identified by recipients of constructive criticism, which promotes continued success and development. All things considered, good communication is fundamental to encouraging positive behaviour because it makes understanding easier, settles

disputes, establishes trust, and encourages empathy and teamwork in a variety of settings. Therefore there is a need to study effective communication in relation to positive behaviour.

Significance of the study:

Fostering positive behaviour in social situations, professional environments, and interpersonal relationships all depend on effective communication. Clear communication makes it easier for people to understand expectations, goals, and boundaries. When people know what is expected of them and what they can expect from others, they are more likely to behave appropriately and constructively.

In relationships, communication is essential to resolving disputes and conflicts. Through communicating their concerns, actively listening to one another, and making an effort to understand one another, people can deal with problems constructively rather than letting them spiral into negative behaviours like aggression or avoidance.

People get along better when they communicate openly and honestly with one another. People who feel heard, respected, and valued are more likely to behave well and maintain healthy relationships. Good communication requires both attentive and empathic listening in addition to clear and concise self-expression. People can develop empathy—which is necessary for positive interactions and behaviour—by learning about the feelings and ideas of others. Effective communicators have the ability to positively influence and persuade others. Effective communication can inspire cooperation and positive action, whether it's persuading someone to adopt a new idea or motivating them to achieve a common goal. By communicating clearly, people can establish and maintain healthy boundaries in their relationships and interactions. People who communicate assertively and respectfully are able to express their needs and preferences while also respecting the boundaries of others, leading to positive and harmonious interactions. Communication provides a platform for giving and receiving feedback, which is essential for both professional and personal growth. Constructive criticism encourages ongoing success and development by highlighting areas for improvement and reinforcing positive behaviours. All things considered, since it facilitates understanding, resolves conflicts, builds trust, and fosters empathy and teamwork in a range of contexts, effective communication is essential to promoting positive behaviour. So, present research is planned to gain some insight into the relation between effective communication and positive behaviour.

Operational definitions of the variables:

Effective Communication: According to Oxford dictionary "The communication of information through speaking, writing, or other medium". Communication is the exchange of messages between individuals; these exchanges can take place nonverbally and entail one person sending messages and another receiving and comprehending them.

Still, there's a distinction between communicating and effectively communicating. All sides should be listening and given the chance to express their opinions in order for communication to be effective. Depending on who is involved, different strategies will be used to accomplish this. It makes the difference between the recipients understanding the information, regardless of the format in which it is provided. We should all make an effort to tailor our communication style and manner to our target audience, regardless of the purpose or medium, so as to avoid condescending or confusing the other person.

Positive Behaviour: According to encyclopaedia Positive behaviour is key to our well-being. It involves feeling good about ourselves, reaching our potential, staying balanced, being independent, seeing things positively, and caring for others and our environment.

Review of literature: In this study relevant literature to these variables has been reviewed. Actually very few studies have been done on effective communication and positive behaviour.

In recent years, a lot of focus has been on how men and women communicate differently. Studies show that people often expect men to be strong, assertive, and goal-oriented, while women are expected to be caring, sensitive, and responsible (Whiting & Edwards, 1973).

Studies on communication styles between men and women have long claimed that the two sexes communicate in distinct ways (Aries, 1987). Though there are differences, a large number of studies indicates that these distinctions may not have a significant impact on our thoughts and behaviours during communication (Eagly, 1987).

According to Hovland and Weiss (1951), communicators who possess physical attractiveness have a greater persuasive power than those who lack it. Advertisers who employ gorgeous women often try to convince us that if we purchase their goods.

Giri (2002) distinguished three primary modes of group communication: Nobel, Socratic, and Reflective. Being straightforward, forceful, and results-oriented are key components of the Nobel style. This type of person is direct, impatient, and like to voice their thoughts in an honest manner.

Positive behaviour includes actions and attitudes that promote harmony and well-being in both communities and individuals. It includes traits like kindness, empathy, cooperation, respect, honesty, and responsibility. Positive behaviour not only benefits the individual practicing it but also creates a ripple effect, influencing others positively and fostering a supportive and inclusive environment. Examples of positive behaviours include helping others, expressing gratitude, actively listening, being courteous, resolving conflicts peacefully, and showing appreciation for diversity. Positive behaviour is cultivated because it improves relationships and fosters personal development as well as compassion in society.

Those who are perceived as lacking competence are less persuasive than those who are regarded as credible communicators because they seem to know what they are talking about or are experts on the subjects or issues they are tackling.

Similarity is another factor that contributes to the perception of attractiveness in communicators (Eagly&Chaiken, 1993). A communicator we like has a greater chance of persuading us than one we despise. This is one of the reasons why well-known athletes like LeBron James, singers like Beyoncé Knowles, actresses like Jennifer Aniston, and actors like Brad Pitt are chosen to represent different brands as spokespersons because we already like them, we are more likely to be convinced by them.

Persuasive speakers are also likely to be folks we feel we already know, or those in our own social networks. Word-of-mouth marketing is the informal person-to-person exchange of views, suggestions, and general product information (Katz & Lazarsfeld, 1955). You have used word-of-mouth marketing if you have ever recommended a movie or restaurant to someone or offered any other kind of product suggestion. People we already know and like will have a lot of influence because, among other things, we regard them as reliable and sharing our interests.

Pigors (1949) emphasized the importance of collaboration between management and employees for effective communication. His study showed that internal communication significantly influences employee performance, playing a crucial role in shaping organizational success.

The impact of communication strategies on organizational performance at Kenya Ports Authority was investigated in Kube's (2014) research. It was discovered that formal communication channels, organizational structure, group collaboration, and an open-door policy are essential for high performance. The primary lesson is that successful organizations depend on efficient communication, which includes open ideas and feedback sharing.

The study by Dhillon N. and Kaur G. (2023) investigates how teachers' personality traits and communication styles affect the efficiency of the classroom. It discovers that certain styles improve communication when combined with qualities like conscientiousness and extraversion. It demonstrates a strong correlation between personality traits and communication styles and was conducted with 600 faculty members in India. While there was no discernible difference in the effectiveness of communication between technical and non-technical institutions, variables such as tenure, age, and gender do. The goal of the study is to support teachers in enhancing communication, which will enhance students' learning.

This study examines how humanoid robots benefit children with mild autism in inclusive classrooms. It explores the impact of using these robots on social and communication skills through qualitative methods, including interviews with special tutors and counsellors Philip L., & Bali A. (2023).

Thus numerous studies have demonstrated that good communication promotes empathy, understanding, trust, cooperation, and problem-solving, which laying the groundwork for positive behaviour in relationships, groups, and communities

II. CONCLUSION

Effective communication helps people understand each other better, trust each other, and work together to solve problems, leading to positive behaviour in relationships, groups, and communities.

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